SUMMER 09

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AMTA: *HELPING YOU & YOUR PRACTICE GROW*

2 *President's Letter*
3 *NMTAW Profile*
4 *A Long Career*
5 *Poker Room Massage*
6 *Benefit Spotlight*
7 *Brand Yourself with the AMTA Membership Logo*
8 *Partnership with Susan G. Komen*
9 *AMTA Plans for FY09/10*
10 *Collaborating on CPT Codes*
11 *Massage Therapy Foundation*
12 *Spring Board Meeting Recap*

the newsletter of the american massage therapy association

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SUMMER 09

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PRESIDENT'S LETTER

I recently attended an ethics class where the idea of massaging doctors was raised as a way to help build the bridge between massage therapy and mainstream medicine. One passionate and devoted therapist asked, "After twenty-five years in practice, why do I still have to prove to medical doctors that what I do is effective?" She continued, "I prove the value of massage therapy one person at a time, with my clients."

This inspired me to reflect on my journey. I started doing massage on my family's feet when I was about eight years old. As a pre-teen, I volunteered as a candy striper through Girl Scouts. At 18, I went to work in a nursing home to raise money for college. That experience was a defining moment in my life.

On my first day, with no orientation, I worked in a shower room fitted for people with physical disabilities. For an athlete who never spent a day in the hospital, to be exposed suddenly to elderly bodies in various states of physical breakdown was a shock. In a matter of hours, I learned the toll that life and time can take on a human body. These people were prisoners in their own bodies, experiencing a loss of dignity that mocked the quietly courageous lives they had led.

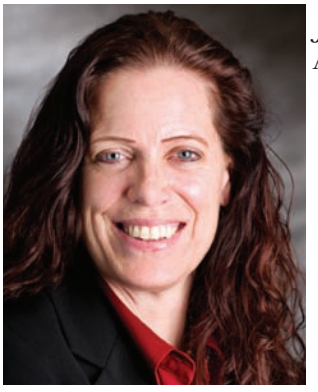
In that steamy room, residents were wheeled in as though on an assembly line, and the smell of my own sweat mixed with that of industrial soap and the smells all too common in nursing homes across this country. I remember the exact second when I realized the purpose of my life. It had to do with a lovely lady whose body had betrayed her in a most demoralizing way. At that moment, I vowed to discover how to be healthy--and stay healthy.

Along with appropriate exercise, nutrition and peace of mind, nothing has changed my belief since then that healing touch is the most effective way to facilitate lifelong health. Research has shown that of our five senses, the sense of touch alone does not diminish over time.

Nearly a century ago it was revealed that touch is more important than food. Virtually all infants under two years of age in New York City (and other) orphanages, though fed and cleaned, died—with the exception of children at one location. A physician noted that at this orphanage, the infants were not only surviving but thriving. The difference, he discovered, was 'old Anna', a big German woman who worked there. While she worked, she always carried an infant on her hip. The difference was touch, human contact. And it was a matter of life and death.

We take steps to inform medical doctors of the value of massage because it is a matter of life and death. It is a matter of the quality of human life. The more medical doctors recognize the value of our work, whether through research or through massaging doctors—or better yet, their medical office staff—the more people will have access to the miracles brought about through human touch.

Continue to build the bridge.



Judy Stahl
AMTA President

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

AMTA–Nebraska Celebrates National Massage Therapy Awareness Week

In honor of 2008 National Massage Therapy Awareness Week®, the AMTA–Nebraska Chapter hosted a continuing education event that included vendors selling a variety of massage-related products, from uniforms to vitamins.

The main event of the day was the Nebraska Chapter's Guinness World Records attempt. They tried to break the record for "the most massage therapists giving chair massages all in one place and at one time." The current record was set in the UK in 2007, with 154 massage therapists. Even though they didn't break the world record, they did set a chapter attendance record–100 therapists, for a continuing education event in Nebraska!

"This was a fun way to get the word out about the benefits of massage and to get people talking about AMTA," says Kristie Mayne, Education Chair. Continues Angie Schroder, Public Relations Chair, "You always have to think of new ways of promoting massage therapy to the public, as well as to the therapists themselves."

The Nebraska Chapter teamed up with local massage therapists, massage schools and the AMTA-Iowa Chapter to promote this exciting day.

AMTA'S NATIONAL MASSAGE THERAPY AWARENESS WEEK 2009 **Join the movement**

October 25-31

Every October, members, schools and chapters across the country celebrate AMTA's National Massage Therapy Awareness Week (NMTAW) by educating consumers on the importance of massage. In addition to celebrating massage, NMTAW gives you the opportunity to promote what is important to you. Think of this week as a tool you can customize and tailor to your own individual needs. All AMTA members are encouraged to participate.

Attract new clients, network with other massage therapists, give back to your community, and educate students, co-workers and the community on the power of massage. See if your chapter is planning any activities and volunteer to help with the celebration.

However you decide to celebrate, mark your calendars now for National Massage Therapy Awareness Week, October 25-31, 2009. And don't forget to look for your free NMTAW poster in the fall issue of *Massage Therapy Journal* (mtj). Additional posters will be available for purchase on the AMTA website by late July. Visit the NMTAW section of the AMTA website or contact the National Office at **nmtaw@amtamassage.org** for more information on how to make the most of this important week.

AMTA Member Commended By South Carolina Senate

Carolyn Talley Porter, past national president, was bestowed a resolution from the South Carolina Senate in February congratulating her on her distinguished career and retirement. Porter received the AMTA National Law and Legislative Activist Award in 1997 and the National Distinguished Service Award in 2006.

FINGERPRINTS

A Long Career: Leola Babb

By JoAnn Milivojevic

When Leola Babb (CO) was born in 1922, news was communicated through radio and newspapers.

It would be another 20 years before television hit the airwaves and several decades more before computers became commonplace. But then as now, human touch for healing was timeless.

At the age of 55, Babb received massage to help ease a nervous stomach. The relief she felt motivated her to become a massage therapist. For the most part, she's a self-schooled, intuitive massage therapist. She began by reading all she could about reflexology and worked on everyone who would allow her to touch their feet. She also received regular massages and would apply what she learned to others.

She built up a clientele before she started attending massage school in Boulder, Colorado. Though she already had a lot of hands-on experience, school greatly influenced her career. "My personality totally changed," says Babb. "I got about 1,500 hours of education and that really boosted my confidence."

Still, it wasn't an easy road for her. She worked at a custom drapery shop while she attended school. She never officially finished school and didn't need state certification to practice massage. She wanted to join AMTA for two main reasons: for the insurance and for the legitimacy it would add to her career. She studied hard, got a tutor and took the AMTA entrance test three times before she passed it, becoming an AMTA member in 1987.* She enjoyed attending local AMTA meetings and exchanging ideas with other massage therapy professionals.

NONTRADITIONAL PRACTICE

Babb worked out of her home and at first didn't charge people because she wanted to improve her skills. "But people started paying," she says. "It would make them feel better." Her rates were not based on market rates but according to what people could pay. For example, those on social security paid less.

Most of the time, Babb saw only three clients a day because she wanted to work on people for as long as she felt they needed it. Sometimes it would be 30 minutes, other times it could be two hours. Regardless, she always started with the feet, then let her hands be guided intuitively. "I could feel the pain," says Babb. "It had a different texture."

About a year ago, at age 85, Babb suffered a stroke. An area chiropractor who was also a long-time client of hers helped her rehabilitate free of charge. Within a couple of months, she regained use of her right arm and leg. While she claims to be retired, she still sees the occasional client. "I can still help people, and work keeps me vibrant," she says.

Leola Babb joined AMTA in 1987. She joined for the insurance and the legitimacy it would add to her career.

To stay fit, Babb walks about a mile a day. She also cooks the occasional Sunday meal for her children and grandchild. Her specialty is fruit pies, and gooseberry is among her best-loved. She gathers gooseberries from a bush in her backyard.

"Funny thing is that bush is 50 years old," laughs Babb, "and it's still producing berries."

If you ask Babb what she loves, she'll simply say she loves working and will keep on doing it as long as her clients allow. But sometimes work doesn't feel like work at all. It's just doing what you do best, the best you can.

**Editor's note: Since its beginning, AMTA has had a variety of criteria for membership, at times including an exam. AMTA stopped using its own membership exam in 1992.*

Supporting Fair Regulation of Massage Therapy

CONGRATULATIONS TO THE MICHIGAN CHAPTER ON THE PASSAGE OF HOUSE BILL 5651

On March 26, 2009, AMTA-Michigan Chapter Immediate Past President Todd Simmons (second from right), and AMTA members Bruce Froelich (third from right) and Nancy Levitt (far left), participated in a ceremonial bill signing of House Bill 5651 with Governor Jennifer Granholm. Officially signed on January 9, 2009, HB 5651 makes Michigan the 42nd state to regulate the practice of massage therapy.

POKER ROOM MASSAGE: PATTY BENCH

By JoAnn Milivojevic

Tensions can run high at Las Vegas poker tournaments. At times, hundreds of thousands of dollars are at stake as poker players try to keep a cool head and hot hand in the game. Easing their stress are massage therapists like Patty Bench (NV). Someone providing chair massage during poker tournaments is a common sight in Las Vegas. It helps the players stay calm and alert. It's also a lucrative and demanding business.

HOW DID YOU GET INTO POKER ROOM MASSAGE?
My first experience was at the World Series of Poker in 2006. Now I do it a couple of times a week. In Las Vegas, there are several companies that specialize in poker room massage. They negotiate the terms and I work for them as a contractor. I generally work on a per minute basis.

WHAT'S CHALLENGING ABOUT POKER ROOM MASSAGE?
It's stressful. A tournament can last a couple of hours and a player might hire me for the duration. They say, "Just keep going until I say stop." You have to be a fly on the wall and can't exhibit any emotions. I focus on how the muscles are feeling. If you're doing a good job, players don't say much. Sometimes there is banter, but that's not what they want us for. They don't want to be distracted.

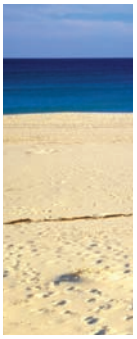
WHAT DO YOU ENJOY ABOUT THIS WORK?
I love the variety. I like being out among people and not in a dark room. It's a fun and exciting environment. Some of the players really start winning during massage; I've seen that a lot.

THIS IS REPUTED TO BE A LUCRATIVE BUSINESS …
There is a high demand for it. If you have the stamina you can make a decent amount of money. It can pay up to $2 per minute plus tips. Shifts are usually about 8 hours. You take breaks when you can. The work comes in waves and usually slows down after holidays. It's feast or famine.

WHERE ELSE DO YOU OFFER MASSAGE?
I've always had a serious interest in chair massage. It's becoming more and more popular, especially given the economy. In addition to poker room work, I also do chair massage at the Fashion Show Mall on the Vegas strip and at area conventions. No appointment needed. People just walk up and can get a quick 5-minute massage or a longer 25-minute massage. It's a great way to get the work you want done without disrobing. Chair massage is faster, more economical and the quality doesn't suffer.

HOW CAN OTHERS GET INTO POKER ROOM MASSAGE?
It's popular in all gambling cities. The Nevada School of Massage Therapy, where I went to school, had a job posting for poker massage. I recommend contacting local massage schools in cities where there are lots of casinos.

WE WANT TO HEAR FROM YOU! Where do you work and what do you find especially meaningful in what you do? Write to us at **handson@amtamassage.org**. Please include "where I work" in the subject line, and provide your contact information in the message.



AMTA 2009 National Convention

DiSCOVER

Orlando, Florida | September 23-26

Plan Now To Attend The 2009 National Convention

Registration is now open for AMTA's 2009 National Convention & Expo, which will be held in sunny Orlando, Florida on September 23–26.

Every year we reinvent our convention to provide new offerings relevant to you. This year we have added courses specifically geared toward massage therapists working in spas, seminars on how to make research easier, a variety of new educational opportunities, fun networking events and a better-than-ever Exhibits Marketplace.

Register now at **www.amtamassage.org** and save 30 percent using the early member registration rate. As an added bonus, if you register by June 30, you will also be automatically entered to win a complimentary AMTA membership.

Now is the time to renew your energy and invest in your practice. Join more than one thousand massage therapists and discover the power of community, education and inspiration through AMTA's Annual Convention.

INDUSTRY EXPERTS:

2010 AMTA NATIONAL CONVENTION AND PRE-CONVENTION WORKSHOP CALLS FOR SPEAKERS

Individuals interested in sharing their knowledge with others by submitting a proposal for an educational session at the AMTA 2010 National Convention in Minneapolis, Minnesota September 23–25 are invited to submit the Call for Speakers Application and supporting documentation. A separate Call for Speakers is available for those interested in submitting a proposal for one of the two pre-convention workshops, scheduled for September 21–22, 2010. The deadline for submission for both the pre-convention workshops and the National Convention is June 15, 2009. The application and guidelines are available on the AMTA web site at **www.amtamassage.org/education/speaker_app.html**.

AMTA'S ONLINE COURSES HAVE A NEW LOOK

AMTA offers more than 27 online continuing education courses in the areas of business, ethics, modalities and self-care. The online training website has a new look and feel due to a recent system upgrade offering enhancements to better serve you. At the same time, you will continue to find all of the familiar, high-quality, online course offerings as in the past. Recent additions to the course offerings include: Taking Care of Your Taxes by Margo Bowman and Creating Healthy Boundaries by Ben Benjamin, PhD and Cherie Sohnen-Moe.

Online courses are an easy and convenient way to increase your knowledge while receiving continuing education credit. Register today at **www.amtaonlinetraining.org/home/**.

NEW MEMBER BENEFIT

MASSAGE IN THE NEWS NEWSFEED

Every day new articles are published on massage modalities, business and employment, massage research, legislative changes, consumer opinion and more. But how can you build and maintain a successful practice while staying abreast of all the massage news? Rely on AMTA.

A new AMTA member benefit, the Massage in the News newsfeed, offers easy access to a scrolling list of daily, massage-related articles. To view the latest news and articles, visit **www.amtamassage.org** and log in* to the member homepage. Every two months, we will also send you an e-newsletter with a collection of the top stories featured during that time frame.

We hope this new benefit will help you stay current, manage your practice and plan for your future.

**Available to Professional Members only.*

Put Your AMTA Membership to work for you

One of the benefits of being an AMTA member is the ability to proudly display your AMTA membership logo to show potential clients that you are committed to professionalism. This is true for all AMTA members–Professional, Student, School and Supporting.

AMTA membership has real meaning in the massage therapy profession and so does the logo. Our logo is also a registered trademark of the association that AMTA works to protect. Recently, several members have had questions about how to use AMTA logos and which logo they can use.

HERE ARE THE BASICS:

- Every AMTA member has the right to use the AMTA logo specific to their membership classification to show they are a member. So, a Professional member can use the logo that says "Professional Member," a Student member can use the logo that says "Student Member," and so on for other members.
- AMTA encourages you to use the membership classification logo in your place of business and on your business materials to let people know you are a member.
- If you have a website, you may use the membership classification logo only to show you are a member.
- Only the association–the National Office and AMTA chapters–can use the AMTA logo without the membership classification designation.
- You can download your membership classification logo from the Members Section of the AMTA website by logging in at **www.amtamassage.org/member/download_logos.html**.
- All members can use the National Massage Therapy Awareness Week® logo to promote their support of this AMTA celebration. It's available on the AMTA website at **www.amtamassage.org/member/nmtaw.html**.

If you have been using the AMTA logo without your membership classification designation, AMTA encourages you to change to your membership classification logo as soon as possible. This lets you assert your level of membership, and helps AMTA protect its trademarks.

If you have a question about using an AMTA logo or trademark, please contact the National Office at **communications@amtamassage.org**.

AMTA DATABASE ENHANCED TO INCREASE SERVICE OPTIONS FOR MEMBERS

AMTA is upgrading its database system to better serve member needs and to improve the efficiency of operations. This may sound like something technical that shouldn't affect you. But, during the changeover, it could take staff a little longer than normal to process any changes to the information AMTA has for you and, in some cases, may delay staff in responding to your requests.

All AMTA staff will be involved in this changeover in May. While staff has been preparing for months, there will be some learning taking place as the new system is put into place. The National Office asks for your patience during the transition. We look forward to an end-result of improved communications and enhanced benefits to you.

MARKETING YOUR PRACTICE AND SELF-PROTECTION

As you market your massage therapy practice, it's important to always remember basic cautions. This is especially important if you advertise on the internet. When a client is referred to you, it's easier to screen them to ensure that they know what to expect from massage. Unfortunately, because the internet is filled with advertising for services outside of legitimate massage therapy practice, there is a higher potential that you may be contacted by someone expecting "something else." So, if you advertise on Web services such as Craigslist, AMTA encourages you to carefully screen clients who contact you from these ads.

AMTA wants you to know it is continuing to research means to have Craigslist remove all advertising that links massage to illegal activity. This includes ongoing contacts with national, state and local law enforcement agencies.

Looking for a way to get more involved in your Association?
Visit Volunteer Connections at **www.amtamassage.org/member/volcen.html**.

AMTA Partners with Susan G. Komen

Members Encouraged To Volunteer

AMTA has been asked to be the official provider of massage therapists at all Breast Cancer 3-day events. Benefiting Susan G. Komen for the Cure, the walks will take place in 15 cities across the country. At each event, walkers cover 60 miles in 3 days and camp for 2 nights to raise money for a disease that affects millions of women worldwide.

AMTA volunteers will be needed on both Friday and Saturday nights from 4–8 p.m. in the Energizer Live it Up! Lounge. Each event has 2,000–4,000 participants and AMTA member volunteers will be on hand offering ten-minute chair massages after each full day of walking.

To learn more about volunteering for this exciting event, visit the Volunteer Connection section of the AMTA website or contact Melissa Spani at **mspani@amtamassage.org**. For more information about the Breast Cancer 3 Day, visit **www.the3day.org**.

DATES AND LOCATIONS:

July 24–26, 2009	Boston, MA
July 31–August 2, 2009	Cleveland, OH
August 7–9, 2009	Chicago, IL
August 14–16, 2009	Detroit, MI
August 21–23, 2009	Twin Cities, MN
August 28–30, 2009	Denver, CO
September 11–13, 2009	Seattle, WA
October 2–4, 2009	San Francisco Bay Area, CA
October 9–11, 2009	Washington, DC
October 16–18, 2009	Philadelphia, PA
October 23–25, 2009	Atlanta, GA
October 30–November 1, 2009	Tampa Bay, FL
November 6–8, 2009	Dallas/Fort Worth, TX
November 13–15, 2009	Phoenix, AZ
November 20–22, 2009	San Diego, CA

MTBOK: UPDATE FOR AMTA MEMBERS

REPRESENTATIVES FROM AMTA joined representatives from AMTA Council of Schools, Associated Bodywork & Massage Professionals, Federation of State Massage Therapy Boards, Massage Therapy Foundation, and National Certification Board for Therapeutic Massage & Bodywork, and all have agreed to act as stewards for the development of a Massage Therapy Body of Knowledge (MTBOK). The initial phase will focus on:

- Definition of massage therapy (scope of practice, terminology, describing the field).
- Definition of the competencies of an entry-level massage therapist, in terms of knowledge, skills and abilities (KSAs).

The stewards envision an MTBOK that will be freely distributed, so that any and all stakeholders, including AMTA members, can use it to further the development of the massage therapy profession. The MTBOK Stewards have established a structure for the initial phase, including creating a task force charged with articulating a body of knowledge for the massage therapy profession and hiring a project manager to guide the work of the task force. The task force—made up of thought leaders and subject matter experts in the field, practitioners, educators, authors and researchers—is expected to be seated in July 2009. Funding has been secured for this effort.

Once the initiative gets fully underway, a vetting process will be put in place for review and feedback from the profession. The stewards are committed to the values of transparency, openness and inclusiveness.

For more information, including updates, answers to FAQs and other resources, visit **www.mtbok.org**.

AMTA's Plans for FY09/10

Each year, the AMTA Board of Directors develops a strategic plan and areas of strategic focus to guide the work of the association. In FY09/10 AMTA's areas of strategic focus are:

- **Member Experience**: Understand the new and evolving needs of our members and potential members.
  AMTA will provide information, resources and continuing education that help you be successful during a challenging economy.
- **Professional Competency**: In conjunction with industry stakeholders, articulate the profession's body of knowledge.
  See "MTBOK: Update for AMTA Members" on page 8 for information on the progress being made on this landmark discussion to advance the profession.

Our overall goals and objectives reflect both AMTA's mission and the needs of both our members and the massage therapy profession. They are:

MEMBER EXPERIENCE

GOAL: AMTA members will experience high value with AMTA.
OBJECTIVE: Increase member value perception of AMTA in the changing environment.

PROFESSIONAL COMPETENCY

GOAL: AMTA members have the competencies, skills and professionalism to be successful.
OBJECTIVE: Expand the understanding of the processes for building professional competency.

ADVOCACY AND INFLUENCE

GOAL: Proactively pursue licensure in every state.
OBJECTIVE: Help improve massage therapists' efforts to create, revise and promote fair and consistent regulatory laws.

IMAGE AND AWARENESS

GOAL: Create consumer preference for AMTA members.
OBJECTIVE: Increase percentage of consumers receiving massage from AMTA members.

INDUSTRY RELATIONSHIPS

GOAL: AMTA will be perceived as a valued partner among key industry stakeholders.
OBJECTIVE: Increase collaboration between AMTA and key stakeholders.

AMTA Outreach for Integrative Health Care

AMTA was present at the 2009 Integrative Healthcare Symposium February 19–21, 2009, in New York. The symposium was organized by Dr. Woodson C. Merrell, the Director of Integrative Medicine of the M. Anthony Fisher Consortium Center for Health & Healing, Beth Israel Medical Center. This fifth annual conference was attended by a spectrum of health care practitioners, including MDs, nurses, complementary practitioners, and health and wellness coaches.

The goal of the symposium is to explore the many different facets of integrative health care, and then apply that knowledge to practice andresearch. This year's focus was on Nutrition, Women's Health, Environmental Health, Practice Management, and Leadership and Policy.

For more information on other partners in this conversation, visit the Massage Information Center (MIC) at **www.amtamassage.org** and click on Links.

GIVE CHAPTERS A HAND!

AMTA's new Give Chapters a Hand Awards of Excellence were launched this year to recognize Chapters based on overall performance and their considerable effort to meet increased requirements. Chapters will be acknowledged based on their size category, from small to extra large.

Award recipients will be announced during the Opening Session of the 2009 National Convention. For full details, please visit **www.amtamassage.org/awards**.

We'd like to extend a special thank you to the four chapters that participated in the Give Chapters a Hand pilot program: Kentucky, Massachusetts, Missouri and South Dakota. Their dedication and feedback were invaluable.

AMTA Partners With The American Medical Association

AMTA represents its members in many areas within the profession. But, did you know AMTA represents you and the interests of massage therapy to many outside organizations that influence the profession?

Since 2003, AMTA has had a representative on the American Medical Association's (AMA) Current Procedural Terminology (CPT) Health Care Professional's Advisory Committee (HCPAC). CPT is language used in the medical community for listing descriptive terms and identifying codes for reporting medical services and procedures. It serves as a way for medical staff to communicate with each other and with outside organizations, including insurance companies. Insurance companies use CPT codes to process claims and create guidelines for medical care review.

The purpose of AMTA's involvement is to review CPT codes associated with massage therapy. It also ensures we're consulted when codes relating to massage therapy are edited or introduced. The representative also builds relationships with and educates other health care professionals, especially those in physical and rehabilitation medicine, about the application and integration of massage therapy in the health care setting.

These efforts are part of our goal to increase collaboration between AMTA and key stakeholders. AMTA understands the importance of building relationships and being perceived as a valued partner among outside organizations that impact the profession.

HCPAC serves in an advisory capacity to the AMA CPT Editorial Panel. Its members include representatives from social work, athletic training, speech therapy, podiatry, pharmacy, optometry, occupational therapy, chiropractic, naturopathy, physician assistance, respiratory therapy, physical therapy, dietetics, nursing and massage therapy.

PROPOSED BYLAW CHANGES

AMTA gives all members the opportunity to voice their thoughts on proposed bylaw changes. Your comments are weighed by the board before any decisions are made. At its June 2009 meeting the board will consider proposed bylaw changes. To read these proposed changes and offer your comments, log in at **www.amtamassage.org/member/0309bylawnote.html**.

Q & A WITH SUSAN ROSEN,

AMTA representative to the AMA's Current Procedural Terminology Health Care Professional's Advisory Committee

Q: How long have you been a massage therapist?
A: I've been a massage therapist for 31 years and a member of AMTA since 1983.

Q: Why were you interested in this position?
A: Working as a massage therapist in a clinical setting and seeing the field be limited and unrecognized by the coding process and insurance reimbursement made me interested in this position. It seemed like the CPT world could benefit from being educated about massage, and we could learn from them as well.

Q: What are some of the things you've learned?
A: As dry and overwhelming as the subject matter of CPT codes may seem to the outside observer, the content and process is far-reaching in the health care industry. And it is historic that, although we are the new kids on the block, we have been invited, warmly welcomed and have a voice on the committee.

Q: Why do you think it's important for AMTA and massage therapy to be involved in this area?
A: The intent of the advisory committee appears to be primarily to network, to recognize the non-MD health care professionals who are or could be impacted by CPT codes, and also to support each other should one group decide to pursue the path toward introducing a new CPT code. While our participation right now is fairly passive in that we are not looking to present new CPT codes, I have networked with key individuals who now know about us and are likely to ask for our input should they plan coding changes that might impact massage.

Additionally, being a part of this committee provides an opportunity for us to learn more about this process should the time present itself that we would be seeking a new code for massage therapists to use.

Our role at this time is to network, educate and learn so we will be informed and consulted when codes are edited or introduced that relate to massage therapy. And, when the opportunity arrives, we will need strong, well-conducted research to substantiate the benefits of massage therapy.

MASSAGE THERAPY FOUNDATION NEWS

FOUNDATION ELECTS NEW TRUSTEES

Karen Boulanger (CA) and Clifford Korn (NH) have been elected to the Massage Therapy Foundation board of trustees for terms of March 1, 2009 to February 28, 2011.

Karen Boulanger, NCTMB, MS, of San Jose, California, has been a nationally certified massage therapist since 1999. Her career has included massage therapy, holistic health, education and public health research. She is the Practice Section editor for the foundation's new online journal, the International Journal of Therapeutic Massage & Bodywork, and also volunteers on several committees for the foundation. In addition to her office in Campbell, California, Boulanger provides care to children and pregnant women at Lucile Packard Children's Hospital. She is also a PhD candidate at the University of Iowa, studying community and behavioral health.

Clifford Korn, LMT, of Windham, New Hampshire, is a full-time massage therapist and owner of Windham Health Center Neuromuscular Therapy LLC. He is a past chairman of the National Certification Board for Therapeutic Massage & Bodywork, and has served the profession for seven years as editor of Massage Today. He is an inductee of the 2009 Massage Therapy Hall of Fame, a former member of the Massage Therapy Foundation's Advisory Council, and he serves on the foundation's Development Committee.

IJTMB UPDATE

The March issue of the International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice (IJTMB) is now available at **www.ijtmb.org**. The next issue is scheduled to publish in June 2009.

CONFERENCE ANNOUNCEMENTS

CORE MYOFASCIAL THERAPY: STRUCTURAL IMPROVEMENT FOR THE HEAD, NECK, BACK AND FEET

AMTA POST-CONVENTION WORKSHOP

Instructor: GEORGE P. KOUSALEOS, LMT

Sunday, September 27 through Monday, September 28,12 CE Hours

The workshop will focus on the treatment protocols, structural integration theory and connective tissue physiology that underlie CORE Myofascial Therapy. Participants will learn specific treatment protocols for the cranial, cervical, paraspinal, scapular, sacral, iliofemoral and foot regions of the body.

Participants will receive a detailed full-color manual of all treatment protocols, connective tissue physiology and structural theory. Registration is open now at **www.amtamassage.org**. All proceeds will benefit the Massage Therapy Foundation.

SECOND INTERNATIONAL FASCIA RESEARCH CONGRESS

October 27-31, 2009

Vrije Universiteit
Amsterdam, The Netherlands

The Massage Therapy Foundation will support the 2009 Fascia Research Congress in Amsterdam, the Netherlands. The second conference at Vrije Universiteit will continue the high level of scientific presentations set in the first conference in Boston in 2007. Registration is open online. Full event details can be found at **http://fasciacongress.org/2009**, including the program schedule and a list of key speakers with their biographies and abstracts of their recently published work.

HIGHLIGHTING MASSAGE THERAPY IN CIM RESEARCH

The Massage Therapy Foundation will present the second "Highlighting Massage Therapy in CIM Research" conference. This three-day conference will bring together massage and manual therapy practitioners, educators, complementary and integrative medicine (CIM) researchers, allied health professionals and others interested in massage research. Current research related to massage and manual therapies will be presented, with a special focus on translational research and public health. Registration will open in late 2009. Abstract submissions are due October 15, 2009. For more information, visit **www.massagetherapyfoundation.org**.

DEADLINE REMINDERS

October 8, 2009
Practitioner Case Report submissions due

SHAPE THE FUTURE

The Massage Therapy Foundation is a 501(c)3 public charity with a mission to advance the knowledge and practice of massage by supporting scientific research, education, and community service. Donations help promote collaborative research, deepen the understanding of massage therapy, and bring massage to people in need. For more information, please visit: **www.massagetherapyfoundation.org/found_makedonation.html**.

• AMTA is the primary benefactor of the Massage Therapy Foundation.•

CALENDAR 2009

June 6
AMTA Board of Directors Meeting
Park City, Utah
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 9–12
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 22
AMTA Board of Directors Meeting
Orlando, Florida
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 22–23
AMTA Pre-Convention Workshops
Instructors: David Kent, Clinical Assessment & Treatment for the Forearm (9/22-23); Til Luchau, Advanced Myofacial Techniques: TMJ (9/23)
Orlando, Florida
Contact: 877-905-2700
convention@amtamassage.org

September 24–26
AMTA National Convention
Orlando, Florida
Contact: 877-905-2700
convention@amtamassage.org

September 27–28
AMTA Post-Convention Workshop, sponsored by the Massage Therapy Foundation
Instructor: George Kousaleos, LMT
Orlando, Florida
Contact: 877-905-2700
convention@amtamassage.org

October 25–31
National Massage Therapy Awareness Week®
Contact: 877-905-2700
nmtaw@amtamassage.org

AMTA Leadership Meets in Chicago

New AMTA board members took office on March 1, and they officially kicked off fiscal year 09/10 at the annual March Board meeting in Chicago. Board members took their oath of office and immediately began addressing the business of the association, in support of the mission to serve AMTA members while advancing the art, science and practice of massage therapy.

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DECISIONS:

- The Board approved the job description and measurement tool for the Massage Therapy Foundation (MTF) Executive Director (ED). AMTA and the MTF share an executive director, but there wasn't a clear description of her role and responsibilities specific to the MTF.
- In July 2007, the AMTA Council of Schools (COS) Board requested AMTA consider creating a seat on the AMTA Board of Directors specifically for the COS president to represent School members. Current AMTA policy states that it is the duty and responsibility of all board members to represent all members of AMTA. Because such a position would only represent one voice on the AMTA Board and not represent the views and opinions of all members, the board voted to retain the current structure of the National AMTA Board of Directors. This continues to provide for the COS president to attend all AMTA board meetings and to dialogue and deliberate with the AMTA board on all matters before them.
- Based on input from national and chapter volunteers, the Board Assessment Workgroup identified communication with chapters as an area of focus for the last two fiscal years. The workgroup also identified a need to improve input mechanisms to the national board from chapters to ensure coordinated policy making and planning.
- The board approved a chapter feedback process for all agenda items that affect chapters. This includes guidelines to begin in June 2009 for soliciting input, the form to be used when requesting development of a survey and standard e-mail language to be used when deploying the survey.

REPORTS:

- AMTA and Massage Therapy Foundation Executive Director Elizabeth M. Lucas reviewed the FY09/10 areas of strategic focus and annual plans. (See "AMTA–Helping You Succeed and Advance the Profession" on page 9.) You can also look at AMTA's complete strategic plan at **www.amtamassage.org/member/volcen.html**.
- The Finance Committee and staff provided a projected year-end financial report for FY08/09.
- The Audit Commission reported on the auditing process that is beginning for the year-end audit.
- In 2006, the Board of Directors approved a multi-year project to replace our current association management database that is more than a decade old. For more information on the change to the system in May, please see "AMTA Database Enhanced to Increase Service Options for Members" on page 7.)